

**WHAT IS CLAIMED IS:**

1 1. A fastener product comprising:

2 a first base having an inner face and an outer face opposite the inner face, the first  
3 base comprising a first array of fastening elements on a first portion of the inner face and an  
4 adhesive coating on a second portion of the inner face;

5 a second base having an inner face and an outer face opposite the inner face, the  
6 second base comprising a second array of fastening elements releasably engageable with the  
7 first array of fastening elements of the first base on the outer face and an adhesive coating on  
8 the inner face of the second base; and

9 the first portion of the first base at least partially overlaps the second base, such that  
10 the fastening elements of the first base engage the fastening elements of the second base;

11 wherein the first base is positioned adjacent to the second base to enable the first  
12 array of fastening elements to engage the second array of fastening elements.

1 2. The fastener product of claim 1 wherein one of the first or second arrays of fastening  
2 elements comprises loop-engageable fastening elements and the other comprises  
3 hook-engageable fastening elements.

1 3. The fastener product of claim 2, wherein the loop-engageable fastening elements are  
2 integrally molded with the first base.

1 4. The fastener product of claim 1 wherein the adhesive coating of the first base and the  
2 adhesive coating of the second base lie in substantially the same plane.

1 5. An elongated closure label for reclosably securing an opening defined between  
2 adjacent surfaces of a substrate, the closure label comprising:

3 a first array of fastening elements extending from a first portion of an inner surface of  
4 a first base, the first base comprising a backing layer permanently affixed to a second portion  
5 of the inner surface of the first base for permanent attachment of the first base to a substrate  
6 surface on one surface of the opening, with first portion of the first base extending across the  
7 opening; and

8 a second array of fastening elements extending from a first portion of an outer surface  
9 of the second base, the second base comprising a backing layer permanently affixed to a  
10 second portion of the inner surface of the second base for permanent attachment of the  
11 second base to a substrate surface on the other surface of the opening;

12 wherein the first base is positioned adjacent to the second base to enable the first and  
13 second arrays of fastening elements to reclosably secure the opening of the substrate.

1 6. A package having a reclosable frangible section, the package comprising:

2 a closure strip having a first portion, a second portion, a foldable region therebetween  
3 and a back face carrying an adhesive layer along the first portion, the closure strip being  
4 permanently affixed to a first side of the frangible section along the second portion, the  
5 closure strip comprising an array of first fastening elements carried on the first portion of the  
6 back face of the closure strip; and

7 a closure base permanently affixed to a second side of the frangible section and  
8 arranged to be substantially overlapped by the first portion of the closure strip, the closure  
9 base having a back face carrying an adhesive layer and a front face, the closure base  
10 comprising an array of second fastening elements carried on a portion of the front face of the  
11 closure base;

12 wherein the fastening elements are arranged upon the outer surface of the package to  
13 enable the first and second fastening elements to come into contact to reclosably secure the  
14 frangible section of the package.

1 7. The package of claim 6 wherein the package comprises a box having folding flaps for  
2 application of each of the back faces of the closure strip and closure back.

1 8. The package of claim 6 wherein the package comprises a bag suitable to be filled  
2 from the top.

1 9. The package of claim 8 wherein the bag further comprises an expandable gusseted  
2 portion for application of the back faces of the closure strip and closure base.

1 10. The package of claim 9 wherein the first fastening portion is configured and adapted  
2 to form a spout for pouring the contents of the package contained therein.

- 1 11. The package of claim 10 wherein the spout is adapted for receiving a fitment.
- 1 12. The package of claim 11 wherein the fitment further comprises an array of third  
2 fastening elements for engaging the first fastening elements of the closure strip.
- 1 13. The package of claim 6 wherein the frangible section comprises a frangible burst  
2 membrane.
- 1 14. The package of claim 6 wherein the frangible section is perforated along preferential  
2 teat lines.
- 1 15. The package of claim 14 wherein the frangible section is disposed over the first and  
2 closure bases.
- 1 16. The package of claim 14 wherein the frangible section is disposed beneath the first  
2 and closure bases.
- 1 17. The package of claim 6 comprising a breakable film attached over the reclosable  
2 frangible section to provide a tamper-evident package.
- 1 18. The package of claim 6 wherein one of first and closure bases comprises loop-  
2 engageable fastening components and the other comprises hook-engageable fastening  
3 elements.
- 1 19. A package having a reclosable opening comprising:  
2 a closure strip having a first portion, a second portion, a foldable region therebetween  
3 and a back face, the closure strip being permanently affixed to a first side of the opening  
4 along the second portion, the closure strip comprising an array of first fastening elements  
5 carried on the first portion of the back face of the closure strip; and  
6 a closure base permanently affixed to a second side of the opening and arranged to be  
7 substantially overlapped by the first portion of the closure strip, the closure base having a  
8 back face and a front face, the closure base comprising an array of second fastening elements  
9 carried on a portion of the front face of the closure base;

10            wherein the opening is adapted for receiving a fitment comprising a third array of  
11 fastening elements positioned to engage the first fastening elements of the closure strip to  
12 secure the fitment to the package.

1     20.     A method of releasably securing an opening of a package, the method comprising the  
2 steps of:

3            providing a closure label comprising:

4                 a first base having an inner face and an outer face opposite the inner face, the  
5 first base comprising a first array of fastening elements on a first portion of the inner  
6 face and an adhesive coating on a second portion of the inner face;

7                 a second base having an inner face and an outer face opposite the inner face,  
8 the second base comprising a second array of fastening elements releasably  
9 engageable with the fastening elements of the first base on the outer face and an  
10 adhesive coating on the inner face of the second base;

11                 the first portion of the first base at least partially overlaps the second base,  
12 such that the fastening elements of the first base engage the fastening elements of the  
13 second base;

14                 applying the closure label to an outer surface of the package over the opening;  
15 and

16                 separating the first array of fastening elements from the second array of  
17 fastening elements thereby providing access to the contents of the package.

1     21.     The method of claim 20 wherein the package comprises a box.

1     22.     The method of claim 20 wherein the package comprises a bag.

1     23.     The method of claim 22 wherein the package further comprises gusseted portions.